

Strategic Plan Implementation updates, February 3, 2026

Goal 1:

Strategy – connect curriculum to careers

- Compiled and working through documents (from SGF Chamber of Commerce, state resources, other institutions, etc.)
- Identified key transferable skills and relevant pedagogies
- Putting together a model for a competency-based syllabi (communication, interpersonal skills, critical thinking, adaptability, teamwork, etc... increased focus on oral communication and interpersonal skills like problem-solving, conflict navigation, etc.)
- Gen Ed curriculum review subcommittee should be formed and moving nowish, with recommendations to come around April
- Working on developing processes to enhance and utilize outcomes data – in process

Strategy – Promote interdisciplinary curriculum, programming, and scholarship

- Organizing campus forums to spark interdisciplinary conversations
- Establishing a community of practice for methodology/research/inquiry instructors
- Collaborate with increase research productivity team on planning research
- Had 2 research doctorate planning forums, organizing and launching a PhD speaker series
- Challenges include setting up infrastructure on campus and defining the framework for approaching this, prioritizing w/ faculty

Strategy – Increase Equitable Access

- Doing an (incentivized) faculty self-review for quality of existing online courses
- FCTL instructional designers offer support, collect data, and prioritize gaps in online course design and instruction
- Possible PD opportunities for faculty in the future to address the gaps
- Assessing barriers in online education – surveys for faculty and students, focus groups, report submission at the end of the academic year
- EAB representatives presented to the workgroup about trends in online education

Strategy – Foster increased research productivity

- Focus is on assessing and documenting research that is happening and potentially prepping for R2

- More info here: <https://graduate.missouristate.edu/FacultyStaff/PhDPlanning.htm>
- Challenges – balancing expectations, alignment of policies, building necessary infrastructure, questions and communication w/ faculty and staff and other stakeholders

Strategy – Elevate MO State’s national profile in teaching and research

- Scope of the strategy group has changed, as has some membership
- Also looking at online teaching, coordinating with FCTL
- Focus on accreditation, promoting strengths of accredited programs – possibly limits to ROI for some changes, so looking at getting more from existing accreditations and measuring to see if “the juice is worth the squeeze” for new accreditations
- Working on boosting research status, collaborating with other groups, possibly rejoining MOBIUS in the library

Goal 2 – Community Partnerships and Economic Development

Strategy – Experiential learning

- Progress assessing current opportunities across campus
- Establish benchmark of student awareness of EL opportunities
- Increase financial support for EL, looking at possible direct-to-student funding
- Proposals for exploratory EL projects – 27 applications, funded 8 projects (w/ \$25k), emphasizing Public Affairs Mission, collaborative nature, immediate impact on students

Strategy – Supporting tech, commercialization, and entrepreneurship

- Possibly expanding the GO CAPS (entrepreneurship partnership with SPS) program to other area school districts
- Starting an innovation institute to promote entrepreneurial focus on campus, manage and promote programs
- Coordinating with partners (like Taney County) to address needs for credentials, training, etc.

Strategy – Share talent

- Early themes emerging from road shows, industry roundtables, etc. – soft skills deficit, preparing folks for technological change, the value of experiential learning, desire to keep graduates in SW Missouri

Strategy – university expertise database

- Prioritizing two directories – “University centers and institutes directory” and “Faculty expert directory”, followed by a university resources (software and equipment) following
- Following putting these together, focus will shift to creating external-facing attributes for searching/discoverability

Takeaways from Biff on the “roadshows” – we’re very welcome, lots of engagement, they’re waiting on us, they see us as experts, lots of opportunities to serve as leaders in our community (O’Reilly had CEO, COO, and 15 upper execs spend an hour)

Goal 3 Institution of Choice

Strategy – invest in leadership and talent retention

- Still cataloging existing PD efforts and opportunities
- This spring, a campus-wide PD survey for faculty and staff
- Next steps – focusing on transparent reporting and communications process

Strategy – strategic enrollment plan

- Finalizing plan, working on putting together KPIs

Strategy – employer of choice

- Great Colleges to Work For contract is set up – should be released in March
- Working on combining this with Staff Senate satisfaction survey

Strategy – culture of connection, recognition, and purpose

- Reviewing policies and looking at their impact on satisfaction and engagement
- Compiling a list of engagement opportunities for faculty and staff

Strategy – position Missouri State as a leader in student access and success

- Career readiness is important, graduate rates are important, working on coordinating with others

Goal 4 – Student and Alumni Experience

Strategy – Promoting proactive student support

- Compiling existing data points
- Currently no policy on who can survey students
- RNL Student Satisfaction Survey demonstration
- Working on training faculty and staff on available support for students
- Putting together resources for customer service PD available

Strategy – advancement master plan

- Working on 30 tactics, such as “Give now” button availability, coordinating with academic partners

Strategy – participation in campus events and organizations

- Tracking Bearlink data, working on putting together a co-curricular transcript demonstrating their engagement
- Winter week of welcome events
- Still working on expanding Bearlink utilization (w/ SOAR, etc.)
- Modern Campus consolidation
- Large-scale event master list, playbook, baseline, etc.

Strategy – Conference USA

- NIL compliance – new FB coach hired a general manager to coordinate w/ this and enforce compliance
- Recruiting plan for each sport
- Planning for revenue sharing increase for CUSA

Goal 5- Branding and Identity

Strategy – Refresh the brand

- Carnegie org. will work with brand strategy
- Refresh the brand workshops coming up next week, more student involvement needed

Strategy – Community in, campus out

- Lots of coordinating with other workgroups and a variety of external stakeholders

Strategy – University stories

- Inventory of current university storytelling, next step is looking at process improvements and defining best practices. Storytelling is a tool of communications to persuade someone of something.

Strategy – amp up fans and spirit

- Demo new lighting and other things at basketball games

Egon – Identifying benchmark and aspirational institutions

Final list coming up after next week

Next meeting is the end-of-year report in late April